Data Network for better European organic market information

Type of funding scheme:
Collaborative Project
Targeted to a special group (such as SMEs)

Work programme topics addressed:
FP7-KBBE-2011.1.4-05
Data network for better European organic market information

Project number:
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Duration:
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Project Objectives

The OrganicDataNetwork project aims to **increase the transparency of the European market for organic food** through better availability of market intelligence about the European organic sector in order to meet the needs of policy makers and market actors involved in organic markets.
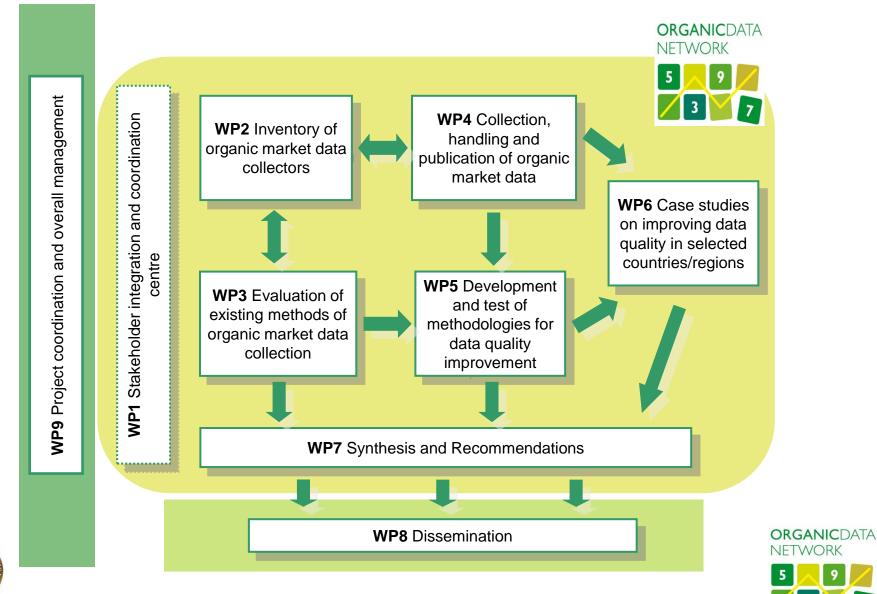
Relevant planned activities

To achieve these objectives, the project will:

- ✓ provide an overview of all relevant public and private **organic data collectors**;

- ✓ collect **currently available data** on organic markets in Europe, and produce a European **database** after having checked their **reliability and consistency**;

- ✓ develop a set of practical recommendations on data collection and dissemination (**Code of Practice** and a **manual**);

- ✓ improve the availability and the quality of published market report on the organic sector in a number of **case study** countries;

- ✓ lay the foundations for a **long-term collaboration** on organic market data collection.

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Structure of the Project

WP9 Project coordination and overall management

WP1 Stakeholder integration and coordination centre

WP2 Inventory of organic market data collectors

WP4 Collection, handling and publication of organic market data

WP6 Case studies on improving data quality in selected countries/regions

WP3 Evaluation of existing methods of organic market data collection

WP5 Development and test of methodologies for data quality improvement

WP7 Synthesis and Recommendations

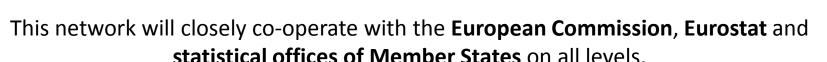**WP8** Dissemination

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Partnership

Partners from 10 countries

- market research companies (3)
- research institutes (3)
- universities (3)
- organic farmers organizations (1)
- governmental organisations (1)
- NGOs (2)
- traders (1)
- certification bodies (2)

6 SME

This network will closely co-operate with the **European Commission**, **Eurostat** and **statistical offices of Member States** on all levels.

The partnership will act as coordinating centre between public and private bodies and stakeholders, and will result in a proposal for the establishment of a permanent network to achieve collaboration on statistical issues regarding organic farming markets in the long term.
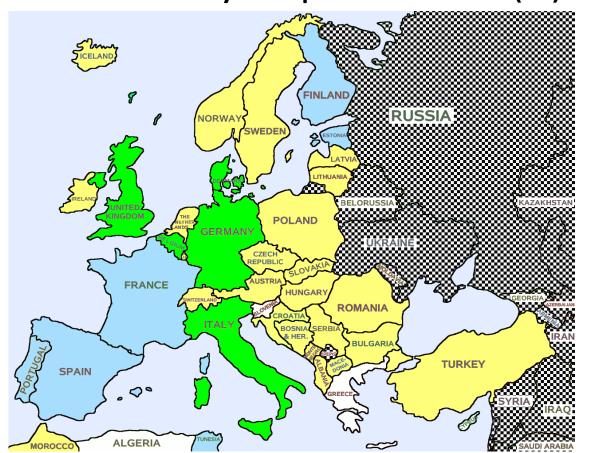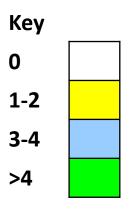
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First Results: inventory of data collecting and publishing institutions (WP2)

Survey response rates (N)

First Results: Data collected (WP2)

✓ Most commonly collected are **production data** especially production **area** and then **volume** whereas production **value** is much less popular.

✓ **Retail sales data** and **price** data are the second most commonly collected type of data but are much less commonly collected than production data.

✓ **Export data** are more commonly collected in non-European countries than in the EU perhaps reflecting a higher importance to their economies.

First Results: Data collection methods

✓ **Surveys** are a very popular approach to data collection across data types.

✓ **Panels** are often used to collect **retail data**

✓ The **census** approach was often mentioned

  ➢ sample sizes were sometimes very low.

  ➢ suggests that not many producers/importers exist in some countries therefore making it easier to carry out a census.

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Case Studies (WP6)

- ✓ UK
  - ✓ Improve accuracy of current sales estimates through cross checks and equation models
  - ✓ Improve qualitative forecasting of production trends and retails sales through a survey
- ✓ Germany
  - ✓ Develop a consistent methodology for the collection of price data
  - ✓ Learn lessons from the analysis of customs data in Germany

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Case Studies (WP6)

- ✓ Italy 🇮🇹
  - ✓ Producer prices from agricultural stock exchanges will be harmonised and cross-checked
  - ✓ Computation of a national prices index
  - ✓ Integration of import stats with data from importers and customs
- ✓ France 🇫🇷
  - ✓ Inclusion of data on
    - ✓ Production volume (livestock and crops)
    - ✓ Consumption volume data
    - ✓ More detailed breakdown of sales and import data
    - ✓ Import and export volumes by product and in total.

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Case studies (WP6)

- ✓ Czech republic
  - ✓ Currently no market data report is published
  - ✓ Case study will focus on producing a first market report
  - ✓ Data quality checks
- ✓ Mediterranean
  - ✓ No annual market report is published for the region
  - ✓ Focus on better data on export to EU
  - ✓ Check data quality
  - ✓ Develop suggestions for improvement of data collection procedures and quality checks

Some inputs for discussion

✓ Data have been used in many presentations, but how **reliable** are they?

   ✓ The CERTCOST project has shown that data are not at all harmonised across data collectors (inspection bodies)

✓ Regulation revision:

   ✓ Revise what inspection bodies have to collect and provide and HOW:

      ✓ not only areas/numbers but also turnover data (processors),

      ✓ not only structural data but also data on operators

      ✓ harmonisation in data collection and publication

   ✓ Trade data: include provisions on data in equivalency agreements

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Thank you!

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